

# PATENT COOPERATION TREATY

From the  
INTERNATIONAL SEARCHING AUTHORITY

# PCT

**Translation**

WRITTEN OPINION OF THE  
INTERNATIONAL SEARCHING AUTHORITY

(PCT Rule 43bis.1)

To:

Date of mailing  
(day/month/year) 18-05-2004

Applicant's or agent's file reference  
JSONY-513PCT

**FOR FURTHER ACTION**  
See paragraph 2 below

International application No.  
PCT/JP2004/001075

International filing date (day/month/year)  
03-02-2004

Priority date (day/month/year)  
05-02-2003

International Patent Classification (IPC) or both national classification and IPC  
H04N 5/66

Applicant  
SONY CORPORATION

1. This opinion contains indications relating to the following items:

- ☒ Box No. I Basis of the opinion
- ☐ Box No. II Priority
- ☐ Box No. III Non-establishment of opinion with regard to novelty, inventive step and industrial applicability
- ☐ Box No. IV Lack of unity of invention
- ☒ Box No. V Reasoned statement under Rule 43bis.1(a)(i) with regard to novelty, inventive step or industrial applicability: citations and explanations supporting such statement
- ☐ Box No. VI Certain documents cited
- ☐ Box No. VII Certain defects in the international application
- ☐ Box No. VIII Certain observations on the international application

2. **FURTHER ACTION**

If a demand for international preliminary examination is made, this opinion will be considered to be a written opinion of the International Preliminary Examining Authority ("IPEA") except that this does not apply where the applicant chooses an Authority other than this one to be the IPEA and the chosen IPEA has notified the International Bureau under Rule 66.1bis(b) that written opinions of this International Searching Authority will not be so considered.

If this opinion is, as provided above, considered to be a written opinion of the IPEA, the applicant is invited to submit to the IPEA a written reply together, where appropriate, with amendments, before the expiration of 3 months from the date of mailing of Form PCT/ISA/220 or before the expiration of 22 months from the priority date, whichever expires later.

For further options, see Form PCT/ISA/220.

3. For further details, see notes to Form PCT/ISA/220.

Name and mailing address of the ISA/TP	Date of completion of this opinion	Authorized officer
Facsimile No.		Telephone No.

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Box No. I Basis of the report

1. With regard to the language, this opinion has been established on the basis of:
  - ☐ the international application in the language in which it was filed
  - ☐ the translation of the international application into \_\_\_\_\_, which is the language of a translation furnished for the purposes of international search (Rule 12.3(a) and 23.1(b)).
2. With regard to any nucleotide and/or amino acid sequence disclosed in the international application and necessary to the claimed invention, this opinion has been established on the basis of:
  - a. type of material
    - ☐ a sequence listing
    - ☐ table(s) related to the sequence listing
  - b. format of material
    - ☐ on paper
    - ☐ in electronic form
  - c. time of filing/furnishing
    - ☐ contained in the international application as filed
    - ☐ filed together with the international application in electronic form
    - ☐ furnished subsequently to this Authority for the purposes of search
3. ☐ In addition, in the case that more than one version or copy of a sequence listing and/or table(s) relating thereto has been filed or furnished, the required statements that the information in the subsequent or additional copies is identical to that in the application as filed or does not go beyond the application as filed, as appropriate, were furnished.
4. Additional comments:

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Box No. V	Reasoned statement under Rule 43bis.1(a)(i) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement		
<b>1. Statement</b>			
Novelty (N)	Claims	2-9, 14-21	YES
	Claims	1, 10-13	NO
Inventive step (IS)	Claims	2-9, 14-21	YES
	Claims	1, 10-13	NO
Industrial applicability (IA)	Claims	1-21	YES
	Claims		NO
<b>2. Citations and explanations:</b>			
<p style="margin-left: 40px;">Document 1: JP 2002-314938 A (Eastman Kodak Co.), 25 October 2002, entire text, fig. 1-24, &amp; EP 1237369 A</p> <p style="margin-left: 40px;">Document 1 discloses an invention which modulates the pixels that are specified by a bitmap for forming text and/or symbols in order to generate visually disruptive artifacts that cannot be sensed by human observers, but which are picked up by a video camera (specifically, refer to claim 1 and paragraphs 100 and 153).</p> <p style="margin-left: 40px;">In addition, document 1 also discloses the feature of incorporating an encrypted watermark pattern (refer to paragraph 155).</p> <p style="margin-left: 40px;">Claims 1 and 13 of the present application set forth the feature of "switching the display operation state on the basis of the values from the operation state control information, which comprises prescribed content." However, claims 1 and 13 do not specify the nature of the display operation states that are subjected to switching; therefore, the inventions set forth in claims 1 and 10-13 of the present application include the invention disclosed</p>			

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Box No. V

Reasoned statement under Rule 43bis.1(a)(i) with regard to novelty, inventive step or industrial applicability;  
citations and explanations supporting such statement

in document 1.